

Visitor's Index JANUARY 2005

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of January 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (December)*	54.9	50.7	4.2	60.5	59.5	1
Impact	Hotel Sales (December)	\$10,329,972	\$8,793,724	17.5%	\$75,644,138	\$71,869,066	5.3%
	Average Hotel Rate (December)*	\$64.36	\$63.26	1.7%	\$70.15	\$69.04	1.6%
	Revenue Par (December)	\$50.99	\$42.54	19.9%	\$62.91	\$58.26	8.0%
	Total Retail Sales (July)**	\$344,607,829	\$296,988,085	16.0%	\$2,119,908,205	\$1,973,089,413	7.4%
	Total Airport Passengers (January)*	38,344	27,442	39.7%	38,344	27,442	39.7%
Visitor and Convention Services	Asheville Visitor Center	5,809	5,822	-0.2%	95,534	94,632	1.0%
	Black Mountain Visitor Center	823	1,108	-25.7%	14,823	18,267	-18.9%
	Groups Serviced - Meetings/Conventions	2	5	-60.0%	164	208	-21.2%
	Groups Serviced - Motorcoach	13	4	225.0%	37	45	-17.8%
Meetings And Conventions	Convention Bookings	11	19	-42.1%	48	103	-53.4%
	Room Nights Generated	14,795	7,013	111.0%	24,116	34,106	-29.3%
	Number of Delegates	11,635	6,677	74.3%	19,083	31,213	-38.9%
	Estimated Spending	\$7,803,071.70	\$2,052,475.19	280.2%	\$11,481,312.18	\$16,424,397.59	-30.1%
	Sales Leads Distributed	22	18	22.2%	94	126	-25.4%
Group Tour	Group Tours***	8	53	-84.9%	333	483	-31.1%
	Room Nights***	192	1,136	-83.1%	10,304	13,984	-26.3%
	Estimated Spending***	\$22,740	\$172,218	-86.8%	\$1,546,321	2,116,254	-26.9%
	Sales Leads	3	24	-87.5%	52	107	-51.4%
Visitor Inquiries	exploreasheville.com (user sessions)	87,021	82,147	5.9%	789,200	626,806	25.9%
	Visitor Inquiries	3,309	6,418	-48.4%	105,198	68,164	54.3%
Public Relations	Advertising Value (December)	\$182,575.08	\$329,510.96	-44.6%	\$3,877,636.03	\$3,678,111.04	5.4%
	Column Inches (December)	1,198	3,268	-63.3%	21,356	19,515.00	9.4%
	Total Circulation (December)	10,462,079	20,928,491	-50.0%	154,916,611	123,897,272	25.0%
	Significant Placements (December)	27	32	-15.6%	303	231	31.2%
	Journalists Assisted	18	10	80.0%	174	153	13.7%

* Year-to-date numbers reflect a 2004 calendar year. All other figures reflect a July 1, 2004 - June 30, 2005 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

**An adjustment in room count was made on April 5, 2004, reducing the number of rooms.